

## CLAIMS

What is claimed is:

1. A lid for a container holding a flowable substance, the lid comprising:  
a body having a top wall defining a circular periphery, the body further having  
5 a drink opening positioned in the top wall, the body further having a retaining element  
positioned in the top wall and spaced about 90 degrees from the opening, the body further  
having a mounting portion to mount the body to the container; and,  
a closure element affixed to the body, the closure element movable between  
a first position wherein the closure element obstructs the opening, and a second position  
10 wherein the closure element is received by the retaining element.
2. The lid of claim 1 wherein the closure element includes a base portion, a connector  
arm, and a plug, the connecting arm located between the base portion and the plug, the base  
portion being connected to the mounting portion.
3. The lid of claim 2 wherein the retaining element is positioned opposite the base  
15 portion of the closure element.
4. The lid of claim 2 wherein the retaining element is positioned in the top wall near the  
base portion of the closure element.
5. The lid of claim 2, wherein the opening and the plug are cooperatively dimensioned  
such that the plug is removably received by the opening.
- 20 6. The lid of claim 2, wherein the retaining element is a recess, the recess and the plug  
are cooperatively dimensioned such that the plug is removably inserted in the recess.
7. The lid of claim 2, wherein the connector arm is flexible to accommodate movement  
of the closure element between the first and second positions.
8. A lid for a container holding a flowable substance, the lid comprising:  
25 a body having a top wall defining a circular periphery, the body further having  
an opening positioned in the top wall, the body further having a retaining element wherein  
the retaining element is spaced approximately 45 degrees from the opening, the body further  
having a mounting portion to mount the body to the container; and,

a closure element affixed to the body, the closure element movable between a first position wherein the closure element obstructs the opening, and a second position wherein the closure element is received by the retaining element.

5 9. The lid of claim 8 wherein the closure element includes a base portion, a connector arm, and a plug, the connecting arm located between the base portion and the plug, the base portion being connected to the mounting portion.

10. The lid of claim 9 wherein the retaining member is positioned between the opening and the base portion of the closure member.

10 11. The lid of claim 9, wherein the opening and the plug are cooperatively dimensioned such that the plug is removably received by the opening.

12. A lid for a container holding a flowable substance, the lid comprising:

15 a body having an annular top wall, the body having a drink opening positioned in the annular top wall, the body further having a retaining element positioned in the annular top wall and wherein the retaining element and the opening are in an angular positional relationship, the body further having a mounting portion to mount the body to the container; and,

a closure element affixed to the body, the closure element movable between a first position wherein the closure element obstructs the opening, and a second position wherein the closure element is received by the retaining element.

20 13. The lid of claim 12 wherein the angular relationship between the opening and the retaining element is obtuse.

14. The lid of claim 12 wherein the angular relationship between the opening and the retaining element is acute.

25 15. The lid of claim 12 wherein the angular relationship between the opening and the retaining element ranges between 30 and 90 degrees.

16. The lid of claim 12 wherein the angular relationship between the opening and the retaining element ranges between 90 and 180 degrees.

30 17. The lid of claim 13 wherein the closure element includes a base portion, a connector arm, and a plug, the connecting arm located between the base portion and the plug, the base portion being connected to the mounting portion.

18. The lid of claim 17, wherein the opening and the plug are cooperatively dimensioned such that the plug is removably received by the opening.

19. A lid for a container holding a flowable substance, the lid comprising:

a body having a top wall defining a circular periphery, the body further having a drink opening positioned in the top wall, the body further having a first retaining element and a second retaining element wherein both retaining elements are positioned in the top wall, the body further having a mounting portion adapted to mount on the container; and,

a closure element affixed to the body, the closure element movable between a first position wherein the closure element obstructs the opening, and a second position wherein the closure element is received by one of the retaining elements.

20. The lid of claim 19 wherein the drink opening is positioned between the first retaining element and the second retaining element.